Swami Ramanand Teerth Marathwada University, Nanded.

Impact of Social Media on and among the Students of University

With the special reference to Marathwada region

A resume for the registration for the Ph.D. in Mass Communication & Journalism under the faculty of Interdisciplinary Studies

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Introduction

Social media has completely changed how people connect, communicate, and utilize information. It is a tool for academic, recreational, and networking reasons for college students. Its use, however, has an impact on their social lives, mental health, and academic achievement in both positive and negative ways. With an emphasis on academic performance, psychological health, and social connections, this study aims to investigate the multifaceted effects of social media on university students.

A variety of web-based platforms and apps that deal with communication ,sharing of material ,and system administration in virtual networks are referred to as web-based entertainment.

These stages, like Facebook, Instagram, Tik Tok, LinkedIn, and X (previously Twitter), permit clients to cooperate with each other by making, sharing, and trading data, thoughts, and mixed media content continuously. Web- based entertainment has turned into a fundamental piece of current. life, reshaping how individuals interface, consume data, and draw in with their general surroundings.
The emergence of platforms such as MySpace and Friendster in the early 2000s gave rise to online communities and profile creation, which is where social media got its start. The quick advancement of technology and the popularity of smartphones completely changed how people used these platforms, increasing accessibility and integrating social media into everyday life. Social media is now an essential tool for business networking, entertainment, education, marketing, and social activism in addition to being a means of fostering personal connections.

Social media's capacity to transcend geographic borders and keep people linked over great distances is one of its distinguishing characteristics. Users can join in

communities of interest, keep up relationships with friends and family, and have conversations about world events via social media platforms. Social media's immediate, worldwide reach has made it an effective instrument for engagement and communication, enabling people to express their thoughts, support causes, and even start social change.

Apart from interpersonal communication, social media holds substantial importance in numerous sectors. Platforms like Instagram and LinkedIn are used by companies and organisations to promote their goods, increase brand recognition, and interact with customers. Social media is

incorporated into instructional practices by educational institutions to encourage student participation and resource sharing.

These platforms are also essential for news organisations to promptly disseminate information and engage with their audience in real time.

Despite its numerous benefits, social media is not without flaws. The rapid influx of information can lead to information overload and the spread of misinformation. Furthermore, excessive use of social media has been connected to worries about mental health, particularly among youth. According to research, social media can exacerbate anxiety, despair, and low self-esteem, particularly due to social comparison and the pressure to maintain maintained online personas. Privacy issues are another major issue, as users frequently give personal information that could be used for targeted advertising or revealed through data breaches.

Furthermore, social media has fuelled the emergence of new Social problems such as cyberbullying, online harassment, and addiction. Many users, particularly young ones, describe feeling overwhelmed by the desire to be continuously connected and fear of missing out (FOMO), which can lead to addictive behaviour and a loss of real-world interaction. Social media has a huge impact, especially among young people. University students, in particular, are among the most active social media users, using the platforms not only for socialising but also for academics, research, and networking. Social media allows students to study, collaborate, and access educational resources. However, it can be a source of distraction, leading to procrastination and potentially harming academic achievement. As social media evolves, it remains a potent tool for influencing communication, culture, and society. Understanding its broad impact

On individuals and communities, particularly among adolescents, is critical for managing the difficulties and opportunities that the digital Age brings.

Research Questions

1.How does social media usage affect the academic performance of

University students?

2.What are the psychological effects (both positive and negative) of social media use among university students?

3.How does social media influence social interactions and

Relationships among students?

4. Are there any differences in the impact of social media based on gender, age, or academic discipline?

Objectives

1. To investigate the correlation between social media use and academic performance among university students.
2. To assess the psychological effects of social media, including Stress, anxiety, and self-esteem.
3. To Study the influence of social media on interpersonal connections and relationships among university students.
4. To determine if specific demographic factors (e.g., gender, which year Of study) academic research) affect how social media affects pupils

Hypothesis

1. Students at universities are increasingly using social media.
2. Excessive use of social media is causing mental problems among Students
3. Social media has reshaped students' social interactions and Relationships.
4. Divergent viewpoints exist on the impact of social media on the gender (female/male) of the students.

Literature Review

Social media has become a pervasive element of modern student life, significantly influencing academic, social, and psychological domains. University students, being digital natives, are among the heaviest users of platforms like Facebook, Instagram, TikTok, and X (formerly Twitter). The impact of social media on this demographic has been widely studied, with research indicating both positive and negative consequences on their academic performance, mental health, social interactions, and self-identity. This literature review explores existing studies on the relationship between social media use and university students' academic achievements, psychological well-being, socialization, and behaviour.

1. Junco (2012) – Academic Distraction and Performance .Junco's (2012) study focuses on how social media use affects Academic performance. The research found that while some students use social media for academic purposes, such as discussing coursework or sharing resources, most students engage in non-academic activities like socializing and entertainment. The study discovered a significant negative correlation between time spent on Facebook and students'

GPA. Junco concluded that excessive use of social media for non- academic purposes distracts students from studying and reduces the amount of time they spend on their coursework, leading to poorer academic outcomes.

1. Researchers Kirschner and Karpinski (2010): Social Media and Scholarly Achievement

Kirschner and Karpinski (2010) investigated the specific relationship between Facebook use and academic achievement among college students. Their research indicated that students who used Facebook frequently had lower GPAs compared to those who did not use the platform. The study emphasized that students who engaged heavily with social media were more likely to report multitasking during study sessions, resulting diminished focus and reduced retention of academic material. The authors concluded that, while social media can provide access to useful educational content, its distractive nature poses challenges to effective learning.

Given the significant role social media plays in university students' lives, there is a need for further research that explores strategies to maximize its benefits while mitigating its negative effects. Universities should also consider incorporating digital literacy programs to educate students about responsible social media use and encourage the development of healthier online habits.

The literature on the impact of social media on university students reveals a complex and multifaceted relationship. Social media serves as a double-edged sword: it enhances communication, provides

Academic resources, and fosters social connections, but it can also contribute to distraction, mental health issues, and shallow social interactions. The extent of its impact depends on how students engage with these platforms-whether they use them for productive academic purposes or fall into the trap of excessive, unregulated use.

Research Design

This study will use a mixed-methods approach, combining quantitative surveys with qualitative focus groups to gather a comprehensive understanding of the impact of social media on university youth.

Sampling

The target population will be undergraduate and postgraduate students at Swami Ramanand Teerth Marathwada University, Nanded, Dr. Babasaheb Ambedkar Marathwada University, Chatrapati Sambhajinagar and Vasantrao Naik Krishi Vidyapeeth. A random sample of 300 students from different faculties will be selected for the survey. Additionally, focus group discussions will involve 5-6 students from each faculty.

Data Collection Methods

Surveys: An online questionnaire will be distributed to gather quantitative data on the frequency, duration, and type of social media use, as well as its perceived impact on academic performance, mental health, and social interactions.

Focus Group Discussions: In-depth discussions will be conducted to explore students' attitudes toward social media, their experiences, and perceived impacts on their day-to-day existence

Interviews with Faculty Members: Interviews will be conducted with select faculty members to gain their perspective on how social media influence students' academic performance.

Data Analysis

Quantitative data will be analysed using statistical methods such as correlation and regression analysis to determine correlation between social media use and academic/psychological outcomes.

Qualitative data from focus groups will be analysed using thematic analysis to identify common themes and patterns.

Significance of the Study

This study will contribute to the growing body of research on social media by focusing on university students, who represent a demographic that is both vulnerable and adaptive to technological changes. The findings will help universities and policymakers develop guidelines to manage the academic and psychological effects of social media use and offer strategies for students to leverage it in a more balanced and productive way.

Limitations

The present research is limited to the students of Marathwada region. The limitations of this research are that only 300 university students have been selected as respondents.

Tentative Chapters

Introduction

1. Research Methodology
2. Nature of impact on University Students
3. Content analysis
4. Conclusion

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Research Students